

# Evaluation criteria

## Health Innovators 2023

When we receive the application to Health Innovators, the business developers organizing the program will evaluate applicants based on the written application and an interview with the team.

We prioritize teams who are in the *early stage* of their idea development where they apply with a clear problem and/or a clear idea for a new solution specifically for health care needs. The teams do not need to have developed prototypes yet, but must be ready to start developing their idea and engage actively with users, patients, customers, stakeholders or experts in the health care sector as a critical step for their next steps, as the health Innovators program are specialized in supporting network and insights from health care sector.

If teams are at a very early stage of the idea development or if the idea is not targeted specially at health, we recommend you to join our LEAD IN program, as this is our introduction course to entrepreneurship. Health Innovators is the next step to engage even further with experts specifically in the health care sector.

If teams are already on the market and aim to pivot or scale their idea, they can apply for the program. However, early stage teams who are not yet on the market will be prioritized.

All teams are assessed from 1-10 on the following criteria:

- **Commitment to the program:** Is the team committed to participate in the mandatory workshops and status meetings.
- **Development and motivation:** Does the team have the relevant motivation to implement the idea and are the team in a development stage where they will get sufficient benefit from the program and access to stakeholders and experts?
- **Problem:** Is it described which problem in the health sector the team will work on, and is the problem specific?
- **Idea:** Is it clear what the idea is about and how they aim to address the problem?
- **Competitive situation and market potential:** Has the team considered how the idea can differ from other products or services in the health care sector?
- **Value creation:** Is it described how the idea can create value in the health sector (socially, culturally, economically)?
- **Innovation height:** Is it clear how the idea adds new approaches to existing practices in the health care sector?
- **Feasibility:** Is it likely that the idea can be implemented in practice and that the Health Innovators program can lift the idea to a stage where it can be continued within the framework of establishing either a startup or collaborations in the innovation or commercialization system?

All applicant can get sparring on their idea before applying to the program. All applicant can get feedback on the assessment of their application whether or not they are accepted to Health Innovators.